

To: "Daniel Alegre" <dalegre@google.com>
From: "Gautam Anand" <gautam@google.com>
Cc: "Alex Ellerson" <ellerson@google.com>, "John Farrell" <jfarrell@google.com>, "Alexandre Hohagen" <ahohagen@google.com>, "Leonardo Tristao" <ltristao@google.com>, "Diego Molina" <dmolina@google.com>
Bcc:
Received Date: 2007-03-03 06:54:27 GMT
Subject: Re: Reunião 8 de Março

Daniel,

Here is a pretty detailed deck on YT copyright policy. I've sent this to both Leonardo and Diego before. There was also a previous thread on Televisa where I had outlined their pitch from all the meetings held in Japan.

Hope this helps,

-g

On 3/2/07, Daniel Alegre <dalegre@google.com> wrote:

>
> Gautam, Leonardo, Diego,
> what do you think we need to show for both the Globo and Televisa
> meetings? I want to make sure that, if we do use ppt (which from the sou=ds
> of it, we will be using a short 15-20 mins ppt for Globo's CEO), we have =he
> right ones. Please work with Gautam on creating the right presentations=nd
> send to me before EOD Sunday CA time so that I have ample time to review
> with Omid and prepare for the meetings.

>
> Gautam or Alex,
> do you have a document that can give me the right background on how we
> filter content for rights owners? Not something to show the partner but
> something that clearly explains to me how the process works?

>
> Thanks,
> Daniel

> On 3/2/07, Alex Ellerson <ellerson@google.com> wrote:

>>
>> Hey Gautam,
>>
>> Eva Ho put together a new marketing deck, attached. Let me know if thi=
>> looks useful.

>>
>> Best,
>> Alex

>>
>>
>> On 3/1/07, Gautam Anand <gautam@google.com> wrote:

>>>
>>> Hi Alex,
>>>
>>> Omid will be meeting the head of Globo in Brazil next week (see email
>>> below). We were wondering if you or your team have a presentation th=t is
>>> being used with the larger media companies as part of your current

> > discussions.

> >

> > Thanks,

> > Gautam

> >

> > -----Original Message-----

> > From: John A. Farrell

> > To: Gautam Anand; John Farrell; Daniel Alegre

> > CC: Alexandre Hohagen; Leonardo Tristao; Diego Molina

> > Sent: Thu Mar 01 20:31:58 2007

> > Subject: Re: Reunião 8 de Março

> >

> > Thanks Gautam

> >

> > ----- Original Message -----

> > From: Gautam Anand <gautam@google.com>

> > To: John Farrell; Daniel Alegre

> > Cc: Alexandre Hohagen; Leonardo Tristao; Diego Molina

> > Sent: Thu Mar 01 20:30:53 2007

> > Subject: Re: Reunião 8 de Março

> >

> > Hi John,

> >

> > Not sure about a specific presentation being used for large media

> > companies but Dave has a presentation he used during the content off=t

> > which would be useful here. I'll try to dig it up or will ask Dave.

> >

> > Will also forward this to alex ellerson who's been leading the

> > discussions with the large media cos in the US to see if he can also =rovide

> > something.

> >

> > -g

> >

> > -----Original Message-----

> > From: John Farrell

> > To: Daniel Alegre

> > CC: Alexandre Hohagen; Leonardo Tristao; Gautam Anand; Diego Molina

> > Sent: Thu Mar 01 12:13:08 2007

> > Subject: Re: Reunião 8 de Março

> >

> > Hi Gautam-

> >

> > Leo and I looked through the presentation you sent us and we think th=

> > tone is too tactical, i.e. "how to partner with Youtube", and what we

> > need to is a broader strategic overview of Google's vision plans as i=

> > relates to working with Media companies.

> >

> > As you know, Globo is the largest media company in Brazil, and Omid,

> > Daniel and our local management team plan to meet with the local equi=alent

> > of Rupert Murdoch. It may be that Omid and Daniel decide not to use =

> > presentation, but it would be prudent to prepare a high-level deck as

> > backup.

> >

> > Here are some of the key issues we think we need to address:

> >

> > > What is Google long term vision- Globo is concerned we will

>>> eventually compete directly with them in traditional media

>>> What is our partnership strategy. Gobo has followed developments in the US very closely

>>> What are the partnership opportunities between Google and Globo, and how should we structure a deal.

>>> Do you know what Omid has used for high level meetings with Viacom, Fox, or CBS? Should we ask Dave Eun's team for help?

>>> This information will also be useful for our meeting with Televisa in Mexico.

>>> On 2/26/07, John Farrell <jfarrell@google.com <mailto:jfarrell@google.com>> wrote:

>>> Gautam-

>>> Do you have a standard presentation the youtube team has been using to pitch to large media companies?

>>> Best,
John

>>> On 2/26/07, Daniel Alegre <dalegre@google.com> wrote:

>>> Alexandre <adding Leonardo and John>, do we have an NDA with Globo? We will need to have one to cover strategic issues. In the briefing for Omid, pls highlight these issues. Also, if you think we should cover a ppt presentation, Leonardo, John, pls prepare a ppt for us to walk them through.

>>> As for the flights - pls communicate directly with Ginger as she is handling the logistics. I will go with him. pls respond to the email I just sent around.

>>> Thx.
Daniel

>>> On 2/26/07, Alexandre Hohagen <ahohagen@google.com> wrote:

>>> Makes all sense. I think the most important issues are the following:

>>> - They really want to understand if there are and where are possible synergies between the two companies;

>>> - They mentioned a couple of times the Sky deal in UK. They want to understand what the deal is and if it is applicable to

>>> Brazil;

>>> - They would love to understand the video

>>> strategy (similar to what we wanted to do when Google bought Youtube)=

>>> - There is a sensitive issue regarding our ad

>>> sales model. As you know the practice in Brazil is that every media c=mpany

>>> pays 20% commissions on media buy. We do not do this and they think w= might

>>> screw the market;

>>>

>>> I think we can accommodate in the reduced time=

>>> I agree the meetings need to be high level and discuss strategy/ not =eal

>>> details... but I consider important to touch the points above.

>>>

>>> In a separate note, I need you to pls confirm

>>> the last agenda I sent you. You mentioned that Ginger should take a l=ok on

>>> it. In my side it is still missing:

>>>

>>> - Final agenda confirmation;

>>> - If Omid agreed with the Belo visit;

>>> - If you will go with him...

>>> - Is it possible to go straight to Belo and do

>>> not stop in Sao Paulo?

>>> - Flight info from you and Omid in the jet and

>>> Sukhinder coming back from MX on Tue morning

>>>

>>> Thx.

>>> Alexandre

>>>

>>>

>>>

>>>

>>>

>>> On 2/26/07, Daniel Alegre <dalegre@google.com=mailto:dalegre@google.com>

>>> > wrote:

>>>

>>> agree...we should not have more than 3=

>>> mins business discussion - we don't want to get deep in the philosoph=

>>> legal issues at this meeting - that should be left up to the deal tea=s. I

>>> would recommend a tour of the facilities 30-45 mins. and then an open

>>> discussion forum (1 hour max). I would stay away from ppts as we sho=ld

>>> assume that both know about each other. if they insist, then you can=give a

>>> ppt overview of ggl (15 mins) and them of theirs (15mins.) and 30-45 =ins

>>> discussion. again, I want to stay away from detailed business/legal =alk.

>>> make sense?

>>> Daniel

>>>

>>>

>>>

>>>

>>>

>>> On 2/24/07, Alexandre Hohagen <ahohag=n@google.com

>>> <mailto:ahohagen@google.com> > wrote:

>>>

>>> Fyi, Globo is sugesting a 3 hs

>>> visit to their facilities in Rio. I

>>> think this will be extremely

>>> interesting. Only doubt is if the 1:30 h

>>> debate isn't too long.

>>> Thoughts?

>>>

>>> ----- Forwarded message

>>> -----

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> > >
> > >
> > >
> > >

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> > > O Google Brasil está recrutando. Acesse
> > > www.google.com.br/jobs < <http://www.google.com.br/jobs> >

> > >
> > >
> > >
> > >

> > > Alexandre Hohagen | Google Inc. | Brazil #A6
> > > www.google.com.br

> > >
> > >
> > >
> > >

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> > > Daniel Alegre
> > > Director, International Business Development

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e: gautam@google.com
v: [REDACTED]
f: 650.649.2393

Attachments:

YouTube Copyright Policies Preso -12 14 06- -3-.ppt

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

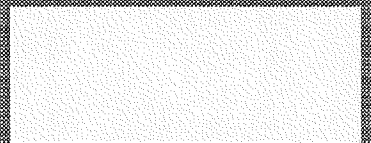
[REDACTED]

[REDACTED]

[REDACTED]

YouTube Copyright & Content Policies

*Zahavah Levine
Glenn Otis Brown
Dec 14, 2006*



Copyright is a Serious Matter for YouTube

YouTube respects the rights of copyright owners and takes copyright matters very seriously.

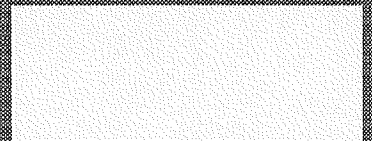
Accordingly, YouTube has implemented a host of policies and procedures to address copyright matters. These fall into four basic categories:

YouTber pyr i ghton

Y2ul ei cnosoay

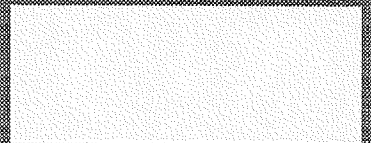
Y3uf osti teb

Ywu dr btnebb f grhnerbctkb



(1) User Education

- **Copyright Tips In Plain English**
 - YouTube instructs users in a “Copyright Tips” section of the YouTube website how to understand YouTube’s copyright policy and strongly discourages infringement.
 - In plain language, it explains what users may and may not do.
- **Clear and Prominent Messaging at Time of User Upload:**
 - “Do not upload copyrighted, obscene, or any other material which violates YouTube’s Terms of Use.”
 - “When clicking ‘upload Video’ you are representing that this video does not violate YouTube’s Terms of Use and that you own all copyrights in this video or have express permission from the copyright owner(s) to upload it.”
 - “Do not upload any TV shows, music videos, music concerts or commercials without permission unless they consist entirely of content you created yourself.”



(2) Technology

- **Notification and Takedown Tools For Content Companies**

YouTube offers content holders an electronic tool that enables them to easily identify videos on the site that contain their content and determine whether to leave them up or have them promptly removed.

- **Digital Hashing**

YouTube also uses technology to prevent videos removed for copyright reasons from being uploaded again. The technology creates a unique identifier of each unauthorized video when it is removed. If a user thereafter tries to upload a video that matches that unique identifier, the video is automatically rejected regardless of whether the user is using a different username or file name.



(3) Policies

- **Clear and Publicly Posted Procedures**

- YouTube's Terms of Use clearly prohibit copyright infringement
- YouTube includes numerous links on the YouTube website to information about our copyright procedures, which set forth a simple notice-and-takedown process in accordance with the Digital Millenium Copyright Act. A designated copyright agent and content team handle and process all infringement notifications,
- YouTube is generally recognized by content owners as having an industry-leading response time to takedown requests.

- **Repeat Infringer Policy**

- YouTube has a strict policy of terminating accounts of users who are repeat infringers. This policy is automated.

- **10-Minute Limit**

- Videos uploaded to the site by general users cannot exceed ten minutes in length, which prevents users from uploading entire episodes of infringing commercial programs or movies to the site. The system automatically rejects videos over ten minutes.



(4) Business Partnerships

YouTube works closely with content companies to help them harness the promotional and monetary potential of YouTube's growing audience--a win-win for all parties.

Identification Through Audio Fingerprinting

YouTube will soon roll out an audio fingerprinting system for content partners. With cooperation from the content partner, this system will assist content partners who wish to identify their content by its audio elements (for example, a soundtrack to a film) -- and then choose whether they would like to license and monetize such content or take such content down.

Identification Through Metadata Search Tools

For cases in which audio fingerprinting is not an ideal solution, YouTube also offers content holders metadata search tools that notify content holders when videos whose metadata includes certain keywords are uploaded to the site. Once notified, content holders may choose whether they would like to license and monetize such content or take such content down.



Removal of Inappropriate Content

YouTube is committed to providing a safe and healthy environment for its users

YouTube will remove content that is:
Prohibited by law:

- Obscene
- Threatening
- Pornographic
- Harassing
- Hateful
- Racially or ethnically offensive
- Encourages or depicts illegal behavior
- Otherwise inappropriate

YouTube will also remove content that is:
Unlawful
Violates applicable laws
Violates applicable laws
Violates applicable laws